

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
1 March 2001 (01.03.2001)

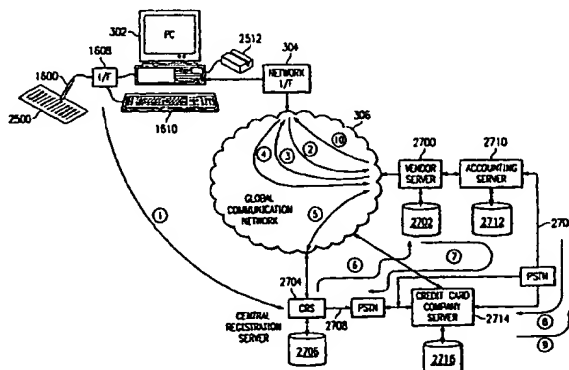
PCT

(10) International Publication Number  
**WO 01/15035 A2**

- (51) International Patent Classification<sup>7</sup>: **G06F 17/60**
- (21) International Application Number: **PCT/US00/21139**
- (22) International Filing Date: **3 August 2000 (03.08.2000)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data:  
09/382,426 24 August 1999 (24.08.1999) **US**
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,  
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,  
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,  
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,  
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,  
TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian  
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European  
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,  
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,  
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:  
— *Without international search report and to be republished  
upon receipt of that report.*

[Continued on next page]

(54) Title: **METHOD AND APPARATUS FOR COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE TRANSACTION**



(57) Abstract: A method of conducting an on-line transaction. A user at a PC (302) of a first location completes a profile information sheet and transmits it across a secure network (2708) to a central registration server (2704) at a second location also disposed on the network (306). The central registration server (2704) transmits a unique bar code and associated unique ID back to the user PC (302) at the first location, in response to the user sending the completed profile information sheet to the registration server (2704). When the user accesses a vendor server (2700) disposed on the network (306) for the purchase of products and/or services, the user transmits the bar code to the vendor server (2700) when prompted to complete a vendor payment form. The vendor server (2700) sends the bar code to the central registration server (2704) where the bar code is matched to the user profile information. The profile information is returned to the vendor server (2700) and automatically inserted into the vendor payment form. The vendor server then processes the transaction according to the credit information provided. Some or all fields of the vendor payment form are inserted with encoded information depending upon the user selecting a standard or invisible mode of payment, respectively. The payment form is then presented to the user at the user PC (302) for acceptance or rejection of the transaction.